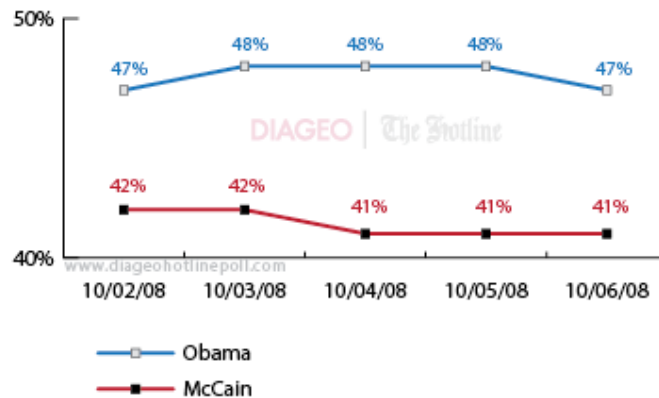


DIAGEO | The Hotline

October 6, 2008

New York, NY – Today’s Diageo/*Hotline* Daily Tracker Poll finds that the Obama-Biden ticket continues to lead the McCain-Palin ticket in the head-to-head race, with Obama-Biden pulling 47% of likely voters, McCain-Palin pulling 41% of likely voters, and 10% of likely voters saying they are “undecided.”

General Election Ballot: McCain-Palin vs. Obama-Biden, October 3 – 5, 2008*



Spotlight on the Vice Presidential Debate

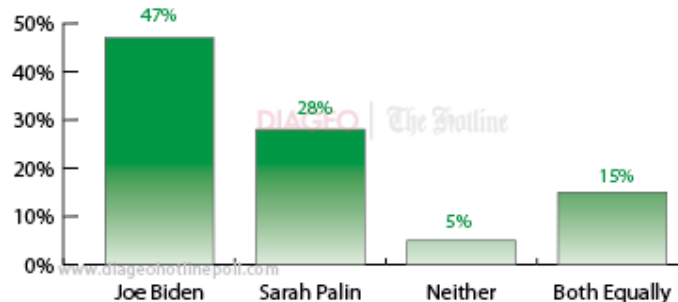
The Poll finds that 77% of likely voters watched the vice presidential debate (compared to 63% of registered voters who watched the first presidential debate).

Vice Presidential Debate Performance, October 3 – 5, 2008*

| DEBATE PERFORMANCE | Palin | Biden |
|--|------------|------------|
| Excellent | 20% | 24% |
| Good | 42% | 53% |
| Fair | 25% | 17% |
| Poor | 11% | 4% |
| Total Excellent/Good | 61% | 77% |
| Total Fair/Poor | 37% | 21% |
| <i>N=698 voters surveyed Friday-Sunday who indicated they had watched the debate on Thursday night. Margin of Error = +/- 3.7%</i> | | |

Overall, 77% of those who viewed the debate said they thought Joe Biden did an “excellent” or “good” job in the debate, while 61% of voters said Sarah Palin did an “excellent” or “good” job.

Who Won Debate, October 3 – 5, 2008*



When asked who they thought won the debate, 47% of likely voters said they thought Joe Biden won, 28% said they thought Sarah Palin won, and 20% said the debate was, essentially, a tie.

As a result, among those voters who watched the debate, 40% say it made them more likely to vote for Obama-Biden, 39% said it made them more likely to vote for McCain-Palin, and 19% say they don't know.

** data presented in charts based on rolling 3-day average of 900+ interviews concluded the previous day (based on at least 300 interviews conducted daily).*

To schedule an interview with Ed Reilly, contact Smriti Sateesh at (212) 850-5735 or Smriti.Sateesh@fd.com.

Methodology: The Diageo/*Hotline* Daily Tracker Poll, conducted by FD, is a new daily tracking poll that is being conducted from September 2, 2008 until Election Day, November 4, 2008. As of October 4, the poll is being conducted via telephone among a random, nationally representative sample of registered, likely voters, age 18 and older. "Likely" voters are determined to be those registered voters who, in response to a question at the beginning of the survey, respond that they are "extremely likely" or "very likely" to vote in the upcoming elections. FD is reporting daily tracking numbers based on no fewer than 900 registered, likely voters nationwide each day up to Election Day. Results will be released daily. Today's results are based on combined data from October 3 to October 5, 2008, with n=909 likely voters (margin of error +/- 3.3%).

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